



April 1, 2011

Lanaii Benne, President of Tennessee Association of Municipal Clerks and Records, headed a statewide conference this week at the Embassy Suites in Nashville. Several hundred attended the **Certified Municipal Clerk Institute and Master Municipal Clerk Academy**. **Steve Sims and I** spoke for a discussion on ***"How to Prepare for the Worst in Uncertain Economic Times."*** **Communications Manager Milissa Reiersen** also served on a panel discussion about **Public Speaking** along with Demetria Kalodimos of WSMV, Carol Graves TML, and Jim Thomas, City Manager of Goodlettsville. **Joan Johnson** also attended the Academy.

AND Joan Johnson from Finance is this week's winner of the Mayor's parking spot. Joan was nominated by Milissa Reiersen. Milissa said, "Joan always has a smile on her face and will volunteer to help if you ever need her. When Joan moved to Finance from Admin she has continued to do the News Summary for the Communications office, which entails compiling all the news stories for the week. This is an important function for the Communications office and we really appreciate her doing this for us." If you see someone doing a good job, please take a moment and nominate them for this one week luxury. **Email agoodjob@franklinton.gov with your nominations.** We'll keep them on file for a drawing each Monday. **Joan, you can begin your parking reign this Monday April 4-8. Congratulations!**

We have some **Website stats** for you today. Ever wonder which were the most popular pages on our Website? With Google Analytics we can track what people are looking at and where they are coming from. Here is a list of our **top ten pages**.

1. Home Page
2. Employment
3. Police
4. Annual Events
5. Check Job Status
6. Community Guide T-V
7. Contact Us
8. Visitor Info
9. Facilities & Parks
10. Online Payments

It is very important for our Web liaisons to keep these pages up to date and accurate. So far this year we've had 10,738 visits and 31,421 page views. Close to 7,000 people came from Google, 446 from Yahoo, 214 from Twitter, and 112 from Facebook, among many others sites. More and more, our website and social media outlets are our "window to the world" and impact how our citizens and others view the City organization and the community overall. Thanks to all throughout the

organization that work hard to provide relevant information and services through our website and social media outlets.

The **Franklin Fire Citizens' Academy** had their initial session last night . During the eight-week program that includes both classroom and hands-on training, participants ride along on fire calls and fire inspections. They also learn how to operate hose lines and other fire equipment, perform vehicle extrication and search and rescue operations, learn CPR, and ride in a platform at the top of a ladder truck. Live firefighting is the course finale, where participants use all of the knowledge and skills they've learned to extinguish fires and get everyone out of the building safely. 13 citizens will comprise this year's class, which is class #5 of this annual program. I was honored to be a part of Class #3. It is a great experience that I highly recommend. A special thanks to **Captain Ben Marler** who leads this efforts each year.

On Friday night and Saturday you may notice a blue tint to the outside lighting at our **Police Headquarters** and around the square. This unique lighting is a part of **Worldwide Autism Awareness Day** which is April 2nd. Other buildings participating include the Empire State Building, CN Tower in Toronto, the Tennessee State Capital Building, Nashville's Parthenon, and many more. This is all being done at no cost to the City.

There have been a few requests for a **PowerPoint template** for the City. We have now created one with the **proper use of the logo and some helpful hints**. Please use this template for presentations at board meetings and other functions. You are welcome to use varying colors and style, but the main point is the logo and placement of the logo. We also ask that you leave some margins around the sides and top and bottom as this will look better when it goes to video on Franklin TV and words will not be cut-off. It is incorrect to use the picture part of our logo with the words to the sides. **You can find the template on Inside the City under Shared Documents:** <http://inside/Shared%20Documents/Forms/AllItems.aspx> **And also you must incorporate the kiddie train picture in all your presentations!** (April fools!)

Trivia time: In honor of baseball opening day (by the way, great ninth inning comeback win by my beloved Reds yesterday!), it is time to test your baseball knowledge. How many ways can you name to reach base? The first person in with the most correct answers will be the winner of a Franklin Baseball cap. For purposes of this competition, a hit will cover all types of hit (HR, triple, double, ground rule double, single). Now "play ball!"

Thanks for all you do and have a great weekend! (no joke!)

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